

110TH CONGRESS  
1ST SESSION

# H. R. 4151

To expand the public awareness of science, technology, engineering, and math and encourage Americans to study and enter those fields as a matter of strategic importance for the United States.

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## IN THE HOUSE OF REPRESENTATIVES

NOVEMBER 9, 2007

Mr. REYES introduced the following bill; which was referred to the Committee on Education and Labor

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## A BILL

To expand the public awareness of science, technology, engineering, and math and encourage Americans to study and enter those fields as a matter of strategic importance for the United States.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       This Act may be cited as the “STEM Promotion Act  
5       of 2007”.

6       **SEC. 2. FINDINGS.**

7       The Congress finds the following:

1           (1) It is in the interest of the United States to  
2       expand the pipeline of Americans pursuing education  
3       in the fields of science, technology, engineering, or  
4       mathematics (in this Act referred to as a “STEM  
5       field”) and entering professions in a STEM field so  
6       that the country will achieve strategic goals in meet-  
7       ing workforce demands and in promoting innovative  
8       behavior and economic competitiveness.

9           (2) Increasing the number of individuals from  
10      groups under-represented in the professions in the  
11      STEM fields is essential to expanding the labor  
12      pipeline in order to meet strategic national goals in  
13      meeting STEM field workforce needs, promoting in-  
14      novation, and promoting economic competitiveness.

15   **SEC. 3. PROMOTION OF ENTRY INTO STEM FIELDS.**

16       (a) **AUTHORITY TO CONTRACT, SUBJECT TO APPRO-**  
17   **PRIATIONS.**—From the sums appropriated under sub-  
18   section (g), the Secretary of Education is authorized to  
19   enter into a contract with firms with demonstrated records  
20   of success in advertising to implement a campaign to ex-  
21   pand the population of qualified individuals in STEM  
22   fields by encouraging young Americans to enter those  
23   fields.

24       (b) **DESIGN OF CAMPAIGN.**—Such a campaign shall  
25   be designed to enhance the image of education and profes-

1 sions in the STEM fields and promote participation in the  
2 STEM fields and shall include—

3 (1) monitoring trends in youth attitudes toward  
4 pursuing education and professions in the STEM  
5 fields and their propensity toward entering the  
6 STEM fields;

7 (2) determining what factors contribute to en-  
8 couraging and discouraging Americans from pur-  
9 suing study in STEM fields and/or entering the  
10 STEM fields professionally;

11 (3) determining what specific factors limit the  
12 participation of groups currently underrepresented  
13 in STEM fields, including Latinos, Native Ameri-  
14 cans, African-Americans, and women; and

15 (4) drawing from the market research per-  
16 formed under this section and implementing an ad-  
17 vertising campaign to encourage young Americans to  
18 take up studies in STEM fields, beginning at an  
19 early age.

20 (c) REQUIRED COMPONENTS.—Such a campaign  
21 shall include components that focus tailored messages on  
22 appropriate age groups, starting with elementary school  
23 students.

24 (d) PRIORITY.—Such a campaign shall hold as a high  
25 priority making specific appeals to Latinos, Native Ameri-

1 cans, African-Americans, and women, who are currently  
2 under-represented in the STEM fields, in order to increase  
3 their numbers in the STEM fields, and shall tailor recruit-  
4 ment efforts to each specific group.

5 (e) USE OF VARIETY OF MEDIA.—Such a campaign  
6 shall make use of a variety of media, including television  
7 advertising, to reach its intended audience.

8 (f) TEACHING.—Such a campaign shall include a nar-  
9 rowly focused effort to attract current professionals in the  
10 STEM fields, through advertising in mediums likely to  
11 reach that specific group, into teaching in a STEM field  
12 in elementary and secondary school.

13 (g) AUTHORIZATION OF APPROPRIATIONS.—There  
14 are authorized to be appropriated to carry out this section,  
15 such sums as are necessary.

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